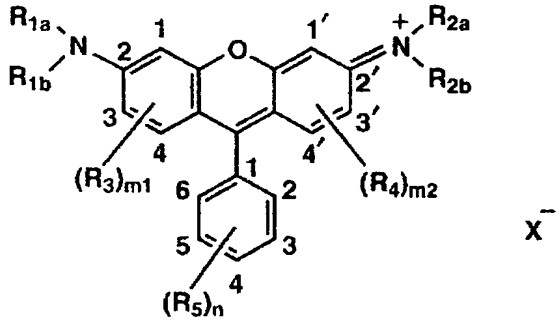
What is claimed is:

1. A toner for developing an electrostatic image, comprising a toner particle containing a binder resin and a colorant, wherein a Feret's average horizontal diameter of the colorant is from 10 nm to 500 nm, a ratio of the colorant having the Feret's horizontal diameter of from 2 nm to 300 nm is 50% by number or more, and the colorant contains a compound represented by a following General Formula (1) or a lake of the compound:

General Formula (1)



[wherein R_{1a}, R_{1b}, R_{2a} and R_{2b} each represents a hydrogen atom, an alkyl group having from 1 to 5 carbon atoms and a fluoroalkyl group having from 1 to 5 carbon atoms, R_3 and R_4 each represents a hydrogen atom, an alkyl group having from 1 to 5 carbon atoms and a fluoroalkyl group having from 1 to 5 carbon atoms, R_5 represents a hydrogen atom, an alkyl group having from 1 to 5 carbon atoms, a fluoroalkyl group having from 1 to 5 carbon atoms,

an alkoxyl group having from 1 to 5 carbon atoms, a halogen atom, a cyano group, a nitro group, a sulfo group, an alkali earth metal salt or higher amine salt having a sulfo group, N-phenylaminosulfonyl group, a carboxyl group, an alkali earth metal salt or higher amine salt having a carboxyl group, N-phenylcarbamoyl group, an ureylene group, an iminodicarbonyl group, an alkoxycarbonyl group, $-CONHR_6$ (wherein R_6 represents a hydrogen atom, an alkyl group having from 1 to 8 carbon atoms or a phenyl group), $-NHCOR_7$ (wherein R_7 represents an alkyl group) or $-SO_2R_8$ (wherein R_8 is an alkyl group having from 1 to 8 carbon atoms), m1 and m2 each represents an integer of 1 to 5, n represents a number of 1 to 5, and X^- represents an anion] .

2. The toner of claim 1, wherein the toner particle is produced by adding the colorant dispersed so as to have a weight average particle size of 2 nm to 300 nm, to an aqueous dispersion medium.

3. The toner of claim 1, comprising the toner particle having a domain-matrix structure constructed by the binder resin and the colorant, wherein an average area of Voronoi polygons formed by a perpendicular bisecting line between centers of gravity of adjacent domains in the toner particle is from 20,000 nm^2 to 120,000 nm^2 and a variation coefficient of the area of the Voronoi polygons is 25% or less.

4. The toner of claim 1, comprising the toner particle having a domain-matrix structure constructed by the binder resin and the colorant, wherein an average area of Voronoi polygons formed by a perpendicular bisecting line between centers of gravity of adjacent domains in the toner particle is from 40,000 nm^2 to 100,000 nm^2 and a variation coefficient of the area of the Voronoi polygons is 20% or less.

5. The toner of claim 4, wherein the Feret' s average horizontal diameter of the colorant is from 50 nm to 300 nm, a ratio of the colorant having the Feret' s horizontal diameter of from 2 nm to 300 nm is 60% by number or more and a variation coefficient of the Feret' s horizontal diameter of the colorant is 40% or less.

6. The toner of claim 1 comprising the toner particle having a domain-matrix structure constructed by the binder resin and the colorant, wherein an average area of Voronoi polygons formed by a perpendicular bisecting line between centers of gravity of adjacent domains in the toner particle is from 20,000 nm^2 to 120,000 nm^2 and a ratio of a domain forming a Voronoi polygon having an area of 160,000 nm^2 or more is from 3% by number to 20% by number in all the domains.

7. The toner of claim 1, wherein a ratio of toner particles having no corners in all of toner particles is 50%

by number or more and a number variation coefficient in a number particle size distribution is 27% or less.

8. The toner of claim 1, wherein a ratio of toner particles having a shape coefficient of from 1.01 to 1.6 in all of toner particles is 65% by number or more, a variation coefficient of a shape coefficient is 16% or less and a number variation coefficient in a number particle size distribution is 27% or less.

9. The toner of claim 1, wherein the Feret's average horizontal diameter of the colorant is from 50 nm to 300 nm, a ratio of the colorant having the Feret's horizontal diameter of from 2 nm to 300 nm is 60% by number or more and a variation coefficient of the Feret's horizontal diameter of the colorant is 40% or less.

10. The toner of claim 1, wherein either of R_{1a} and R_{1b} is a hydrogen atom and the other is an ethyl group, and either of R_{2a} and R_{2b} is a hydrogen atom and the other is an ethyl group in the General Formula (1).

11. The toner of claim 1, wherein R_3 and R_4 are a methyl group in the General Formula (1).

12. The toner of claim 1, wherein R_3 is a methyl group

and R_4 is a methyl group on a 3′-position.

13. The toner of claim 1, wherein content of the compound represented by General Formula (1) in the colorant is from 30% by mass to 100% by mass.

14. The toner of claim 1, further comprising a crystalline material having a melting point of 50°C to 130°C.

15. A method for producing the toner of claim 1, comprising: producing the binder resin by polymerizing polymerizable monomers in an aqueous medium.

16. An image forming method comprising:

visualizing an electrostatic latent image formed on a photoreceptor, with the toner of claim 1;

transferring the visualized image onto a recording medium; and

carrying out a heat fixation of the transferred image.

17. The method of claim 16, wherein the heat fixation is performed by a fixing device having an endless belt-shaped film.

18. The method of claim 17, wherein the electrostatic latent image is formed by a digital image exposure irradiation

on a photoreceptor.

19. The method of claim 17, wherein the toner comprises the toner particle having a domain-matrix structure constructed by the binder resin and the colorant, wherein an average area of Voronoi polygons formed by a perpendicular bisecting line between centers of gravity of adjacent domains in the toner particle is from 20,000 nm^2 to 120,000 nm^2 and a variation coefficient of the area of the Voronoi polygons is 25% or less.

20. The method of claim 19, wherein Feret's average horizontal diameter of the colorant is from 50 nm to 300 nm, a ratio of the colorant having the Feret's horizontal diameter of from 2 nm to 300 nm is 60% by number or more and a variation coefficient of the Feret's horizontal diameter of the colorant is 40% or less.